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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-48 (GP-083-00-US)

Applicants: Ross KONINGSTEIN, et al.

Serial No.: 10/721,010

Filing Date: November 24, 2003

Title: USING CONCEPTS FOR AD TARGETING

Examiner: William A. Brandenburg

Group Art Unit: 4115

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

REQUEST FOR A TWO (2) MONTH EXTENSION OF TIME

In response to the Office Action mailed on June 6, 2008, which set a time for response to expire on September 6, 2008, please extend that period two (2) months to expire on November 6, 2008. The Patent Office is authorized to charge the fee of \$490.00 and any fee due to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

11/04/2008 VBUI11 00000017 501049 10721010  
01 FC:1252 490.00 DA

Respectfully submitted,

November 3, 2008

John C. Pokotylo  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 936-1400

STRAUB & POKOTYLO  
788 Shrewsbury Ave.  
Tinton Falls, NJ 07724

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

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John C. Pokotylo  
Signature

November 3, 2008  
Date